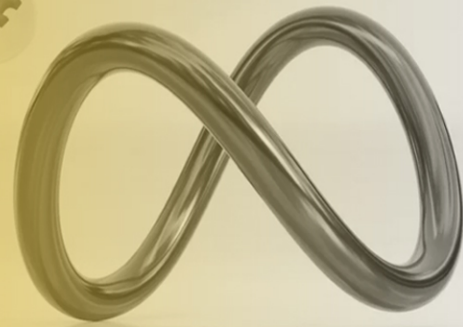


META ADS MASTERY

Unlock the secrets to successful Meta Ads campaigns and learn proven marketing strategies to optimize ad performance, reach your target audience, and achieve measurable results & growth for your business



key



Course Duration



8 UNITS each one consists of **3 sessions**.



2 SESSIONS per week each 1 hour

About The Instructor:

E N G . E S L A M S A L A H

ENGINEER ESLAM SALAH, a consultant and professional trainer in digital marketing and sales funnels, has over 8 years of experience in leading and implementing innovative digital marketing strategies for startups, medium, and large businesses.

ESLAM has an impressive track record, having successfully managed advertising campaigns worth over **\$27 MILLION** for more than **600 CLIENTS** across **55 COUNTRIES WORLDWIDE**.

Through his deep expertise in paid advertising and sales funnels, he has optimized return on investment and expanded customer bases for numerous companies and clients, making him one of the most prominent names in the digital marketing industry.

In addition to his practical experience, **ESLAM SALAH** is a certified trainer who has delivered numerous training courses and workshops for both global and local companies

He has received prestigious honors, including recognition from Egyptian President **ABDEL FATTAH EL-SISI**, for his outstanding contributions to innovative marketing strategies and for training skilled professionals in the field.

Moreover, **ESLAM SALAH** has delivered lectures at specialized conferences and seminars on digital marketing and digital transformation.

He has played a pivotal role in developing innovative marketing solutions that help businesses achieve their goals more efficiently and effectively.

**KNOWLEDGE
EMPOWERS
YOU.**

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Why do you need to attend this course?

In today's world, reaching your target audience and achieving tangible results for your business heavily depends on effective advertising. Meta Ads are among the most powerful tools to attract customers, generate leads, and increase sales. However, running successful campaigns is not as simple as pressing the "publish" button.

Do you face challenges such as:

- Ads that don't perform as expected ?
- High costs with low returns on ad spend ?
- Difficulty targeting the right audience ?
- Uncertainty about how to optimize campaigns ?

If these challenges sound familiar, it's time to take control of your advertising strategy.

This course is designed to uncover the secrets of Meta Ads and equip you with proven techniques to elevate your marketing approach to the next level.

How will this course transform you?

- **From Confusion to Confidence:** Replace guesswork with a clear understanding of how Meta Ads work and how to make them deliver results.
- **From Waste to Success:** Stop wasting money on ineffective ads and start investing in campaigns that yield real returns.
- **From Struggle to Growth:** Harness the potential of Meta Ads to expand your business and reach new heights.

Why Should You Start Now?



Every day you delay mastering **META ADS** is a day your competitors get ahead, reaching your target audience and gaining a competitive edge. Don't let hesitation or inefficiency hold you back.

THIS COURSE will provide you with the knowledge and tools you need to dominate the field of digital advertising and achieve tangible growth for your business. Get ready to take control of your ad campaigns and witness the transformation in your results.



About the course:

- ▶ **Managing paid advertising campaigns on the Meta platform** is an art that requires a combination of deep knowledge and advanced skills, enabling you to reach your target audience in the most effective ways. In this course, we will take you on a journey through the essential concepts and techniques that can significantly enhance the performance of your advertising campaigns and boost your return on investment (**ROI**).
- ▶ **The course** begins by laying the foundation for understanding how to create and develop advertising campaigns on the Meta platform, from targeting the right audience to designing engaging ad content and setting optimal budgets.
- ▶ **We will focus** on strategies that help you achieve your marketing goals while deepening your understanding of key success factors, such as improving your return on ad spend (**ROAS**) and consistently analyzing performance to achieve effective results.
- ▶ **This course** is an ideal opportunity for anyone looking to master the art of digital advertising professionally.

It will help you discover tools and techniques that enhance ad performance while equipping you to address challenges that may arise when managing paid campaigns on Meta platforms.

- ▶ **We are confident** that **this course** will provide you with the tools and skills necessary to excel in the field of digital advertising, whether you aim to strengthen your online presence, increase sales, or develop advertising campaigns for your clients in a way that inspires trust and ensures success.



What you will learn?



**How to Create
Effective Meta Ads**



**Audience
Targeting Strategies**



**Creating
Engaging Ad Content**



**Setting
Campaign Objectives**



**Maximizing
Return on Investment
(ROI)**



**Crafting
Effective Marketing
Messages**



**Understanding
Meta Platform Policies
and Support**



**Analyzing and Interpreting
Ad Performance**

Course Content



▶▶ Unit 1: Meta Ads **FUNDAMENTALS**

- Understanding key advertising and business metrics.
- Calculating Return on Ad Spend (ROAS).
- Core principles and strategies of Meta Ads.
- Business outcome: ROAS calculators and core strategy.

▶▶ Unit 2: Getting Started with **META ADS**

- Business outcome: Budget calculators.

▶▶ Unit 3: Mastering the **META ADS FUNNEL**

- Understanding the Meta Ads funnel.
- Planning campaigns for success.
- Top-of-funnel strategies with examples.
- Mid-funnel strategies with examples.
- Bottom-of-funnel strategies with examples.
- Creating an ad campaign from scratch.
- Business outcome: Setting up test campaigns.

▶▶ Unit 4: Mastering the **MARKETING MESSAGE**

- Understanding levels of awareness.
- Writing killer ad copy that captures customer attention.
- Writing killer ad copy using AI.
- The top 10 reasons why people buy.
- Business outcome: Million-dollar headline templates, AI ad commands.

Course Content



▶▶ Unit 5: Visual Content **FRAMEWORK FOR ADS**

- Case studies of videos that generated millions in sales.
- The science and art behind top-performing ad creatives.
- Other methods for finding inspiration.
- Creating killer ad creatives using AI.
- Business outcome: AI-powered video scripts.

▶▶ Unit 6: **ANALYSIS AND OPTIMIZATION**

- The two most important numbers in business.
- Key metrics to monitor.
- Visual content dashboard.
- Platform dashboard.
- Funnel dashboard.
- Business outcome: Tracking dashboards, MAD calculator.

▶▶ Unit 7: The Triangle of **SUCCESS**

- How to maximize the value of every dollar spent.
- How to create an irresistible offer that feels “foolish” to refuse.
- How to scale ad spending while maintaining profitability.
- What makes the sales process seamless, powerful, and profitable.

▶▶ Unit 8: **AD PROTECTION**

- Understanding advertising policies.
- How to protect your ad account from suspension.
- Improving your account reputation
- How to contact support to recover your account